

# TvSCAN

Marianne Campbell - 8/15/12 12:04 PM

## Broadcast Order/Confirmation

Miami-Ft. Lauderdale (B&C) - CNO/11 Nielsen

#54650

Buyer Marianne Campbell  
Client RPOF3pack(Bogdanoff,Gardiner,G

Order Number 384  
Campaign 9.17  
Flight 1 09/17/12-09/23/12

Station WFOR  
Address

Agency McLaughlin & Assoc.  
Address address one  
address two  
address three  
address four

### WFOR-CBS

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	DMA P 50+	RTG	CPP
NWS4THS MRN AM Mo-Fr 6:00a- 7:00a	\$300	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	1		\$300.00
CH 4 NWS-12 NN Mo-Fr 12:00p-12:30p	\$350	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	2		\$175.00
CH 4 NEWS-5PM Mo-Fr 5:00p- 5:30p	\$1,080	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3		\$360.00
CH 4 NWS-5.30P Mo-Fr 5:30p- 6:00p	\$1,080	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3		\$360.00
CH 4 NWS-6PM Mo-Fr 6:00p- 6:30p	\$1,350	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3		\$450.00
CBS EVE NWS Mo-Fr 6:30p- 7:00p	\$650	Sep17-Sep21	:30	3	1	1	1	--	--	--	--	3		\$216.67
CH 4 NWS 11 PM Mo-Fr 11:00p-11:30p	\$1,350	Sep17-Sep21	:30	5	1	1	1	1	1	--	--	3		\$450.00
CBS SAT NEWS Sat 6:00p- 6:30p	\$500	Sep22-Sep22	:30	1	--	--	--	--	--	1	--	2		\$250.00
SUNDAY MRN-CBS Sun 9:00a-10:30a	\$1,350	Sep23-Sep23	:30	1	--	--	--	--	--	--	1	3		\$450.00
CH4 NWS 6.30PM Sun 6:00p- 6:30p	\$1,350	Sep23-Sep23	:30	1	--	--	--	--	--	--	1	5		\$270.00
WFOR Totals	\$32,700			36								94		\$347.87
												27.1		3.5

Reach / Frequency

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.  
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TAPSCAN  
By Nielsen & Partners

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b> 8.06.12
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I, McLaughlin & Associates,  
 being/on behalf of: RPOF 3 PACK (Bogdanoff, Gardner, Gaetz), a legally  
 qualified candidate of the Republican political  
 party for the office of: FL State Senate  
 in the General  
 election to be held on: 11.06.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:** ORDER ATTACHED

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican Party of Florida

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RPOF Treasurer: Jeff Howell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

08.06.12

Date

*M Campbell*

Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title